THE TREVOR PROJECT

Moving Forward

FY2012 ANNUAL REPORT

THE TREVOR PROJECT

The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning young people under 24. Every day, The Trevor Project saves young lives through its free and confidential lifeline and instant messaging services, in-school workshops, educational materials, online resources and advocacy.

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Dear Friends,

Thanks to your unwavering support over this past year, The Trevor Project has moved forward and served more lesbian, gay, bisexual, transgender and questioning (LGBTQ) youth than ever before while adding valuable staff members, embracing new executive and Board leadership, and extending Trevor's reach to new cities nationwide.

This year has been full of change, growth, and progress. Our call reports, chat logs, and digital services make it very clear that The Trevor Project is still urgently needed. We saw one of the largest membership increases on TrevorSpace since the program's inception in 2008 and we watched the number of calls to the Trevor Lifeline surpass 35,000 – nearly 4,000 more than last year. We also expanded the first nationally available chat service specifically for LGBTQ youth in need of support. While we sincerely wish that the need for Trevor's services would diminish, we are truly grateful to be present to fulfill the needs of young LGBTQ people in crisis.

It is incredible to look back on fiscal year 2012 and see what we have accomplished because of your dedication and commitment to saving young lives. Together we can help LGBTQ young people find the future they deserve—wherever they are. Thank you for reaching out your hands and hearts to support LGBTQ youth in crisis. We could not do this life-saving work without you.

Truly,

Abbe Land
EXECUTIVE DIRECTOR & CEO

Ricky Strauss
INTERIM BOARD CHAIR (2011- 2012)

AUG
25
2011

White House Honors Trevor

Ten days before National Suicide Prevention Week, The White House honored The Trevor Project as a leading innovator in the realm of suicide prevention. As part of the "Champions of Change" initiative, Trevor met with White House officials to discuss priorities in suicide prevention. The "Champions of Change" project profiles individuals and organizations that help the country rise to the challenges of the 21st century. In addition to this honor, Trevor participated in two Federal Anti-Bullying Summits, and co-led a national task force to establish safety protocols for providing crisis services online.

SEPT
4-10
2011

Talk to Me!

During National Suicide Prevention Week in September, Trevor launched "Talk to Me," a campaign for conversation designed to encourage interpersonal communication between people of all ages. Nationwide, hundreds of thousands of people participated in the campaign through social media activities and by creating their own "Talk to Me" t-shirts for Trevor Day, Sept. 9th.

Kevin McHale, star of the hit TV show GLEE, recorded a video PSA explaining "Talk to Me" and encouraging people to connect with one another. The campaign even inspired a flash mob dance at Los Angeles's Universal City Walk. Thanks to the generous support of Flash Mob America, hundreds of onlookers were surprised with an inspirational performance to the Motown hit "Ain't No Mountain High Enough."

THE WHITE HOUSE
WASHINGTON

Champions of Change
WINNING the FUTURE ACROSS AMERICA

NOV 2011

Trevor Youth Advisory Council

Trevor's Youth Advisory Council (YAC) met for their annual training in New York in November 2011. This year, the group was joined by long-time Trevor supporter Daniel Radcliffe, who participated in the cultural sensitivity training. Daniel expressed how much he appreciated the work each YAC member was doing to help spread the word about Trevor's programs and improve the wellbeing of young LGBTQ people nationwide. Special thanks to Toyota Motor Sales and Toyota Financial Services who underwrote the training, and to Davis, Polk & Wardwell for donating their offices to support the YAC and The Trevor Project!

DEC 5 2011

Trevor Live

In Los Angeles, Trevor Hero Award Honoree Lady Gaga joined Trevor 2020 Award winner Google Inc. at Trevor Live, presented by Audi of America and ING. The high-profile event, directed by Adam Shankman, featured moving and inspiring performances from Mary J. Blige, Miley Cyrus, Queen Latifah, LeAnn Rimes, Neil Patrick Harris, Darren Criss, and more.

MAR 30 2012

Spring Fling

The Bowery Hotel in New York was filled with 600 guests for Trevor NextGen's largest Spring Fling fundraiser to date. Attendees enjoyed a complimentary bar sponsored by Absolut, MillerCoors, Moonshine Whiskey, and Barefoot Wines, and a special performance by Nick Adams, the star of Broadway's Priscilla, Queen of the Desert. A raffle and silent auction offered a plethora of exciting items, including roundtrip tickets on JetBlue Airways and invitations to Mercedes-Benz Fashion Week in September. Matt Schwartz and Colin Stayton, Co-Chairs of the event, are extremely proud of raising the bar in terms of event experience, money raised, and good times had.

JUN 6 2012

Paint the Town for Trevor

The Washington, DC Ambassadors of The Trevor Project held their annual Pride event, “Paint the Town for Trevor” in June at Town nightclub. National recording artist, Matt Zarley, performed hit songs for the 300 guests and Congressman Jared Polis addressed the crowd, updating them on LGBT legislation. The evening was a huge success, thanks to Co-Chairs Robert York, Carlos Pelham and Joe Vardner who worked hard to make the night special. Joey Wasserman led an incredible Host Committee, and Bo Billups, Sean Ruppert and Adam Marquez helped make the night possible by securing sponsorships.

JUN 25 2012

Trevor Live

As the final event of Pride in New York City, The Trevor Project is proud to have honored Academy Award® Winner Susan Sarandon with the Trevor Hero Award and MTV with the Trevor 2020 Award, accepted by MTV President Stephen Friedman. Directed by Tony® Award-winner Michael Mayer, Trevor Live featured the first comedic reunification of Eric McCormack and Debra Messing, comedy by Judy Gold, and musical performances by *fun*.

SUMMER 2012

Showing our Pride

Thanks to the dedication of over 1,200 Trevor Ambassadors, volunteers and staff, The Trevor Project joined 17 Pride celebrations nationwide! In Seattle, Washington, Trevor was honored to serve as Honorary Marshal of Pride, and in Los Angeles, California, we were appointed Community Grand Marshal. One of the biggest highlights took place on the east coast, where Trevor participated in Pride celebrations in all 5 boroughs of New York City. Other Trevor Pride celebrations included Chicago, Long Beach, Oakland, Philadelphia, Salt Lake City, San Diego, San Francisco, Washington, DC and more.

SUMMER 2012

Need to Talk Live?

At Trevor, we celebrate help-seekers. To make asking for help easier and more natural, we launched "NTL: Need to Talk Live" at Pride celebrations nationwide. With these three simple letters you can let someone you are messaging or texting know that you need to talk live – right now – in person or over the phone. This Pride season, Trevor volunteers across the country took pictures of Pride-goers holding NTL-themed cut-outs, passed out NTL buttons, postcards and fans, and encouraged youth to make a pact with their friends to be there when they NTL.

JUN-JUL 2012

Esurance Partners with Trevor

Esurance, the direct-to-consumer personal car insurance company, announced its second annual charitable giving Facebook campaign in support of Trevor. A National Corporate Partner, Esurance plays a critical role in providing the financial leadership needed to support Trevor's life-saving, life-affirming resources.

The Facebook campaign raised awareness of NTL – Need to Talk Live – which promotes help seeking behavior and makes asking for support when messaging a friend easier. Starting June 1, Esurance donated $5 every time a Facebook user uploaded their photo to an NTL mosaic page, raising $50,000 by the campaign's close.

> *Esurance is proud to be a National Corporate Sponsor of The Trevor Project. We hope that our Facebook promotion will help raise more awareness for the NTL initiative and ensure young people always have someone to talk to in times of need."*
>
> **- Darren Howard, Esurance Vice President of Marketing**

WELLS FARGO VOLUNTEERS FOR TREVOR

The Trevor Project is truly proud to have Wells Fargo as a Corporate Sponsor, whose commitment to the LGBT community dates back to 1987. Since then, Wells Fargo has donated money and contributed volunteer hours to many organizations serving the LGBT community including The Trevor Project, provided financial education for LGBT businesses, supported hundreds of Pride events, and contributed early funding for HIV/AIDS research.

Thanks to the support of this progressive corporation, The Trevor Project is able to expand its programmatic efforts, helping ensure all students have a safe space to learn and making certain that our life-saving crisis intervention and suicide prevention services meet the needs of LGBTQ youth nationwide.

> *"Investing in our students today is a down payment towards an inclusive workforce and society tomorrow."*
>
> **- Jeffrey Paul Wolff, Wells Fargo Vice President District Manager, East Central Atlanta**

GOVERNMENT AFFAIRS

The new Government Affairs Department will allow Trevor to secure relationships with key policy makers, to advocate for legislation to improve anti-bullying laws in our public schools, to progress suicide prevention strategies at the state level, and to work toward inclusive data collection pertaining to youth health and risk behaviors.

VOLUNTEER SPOTLIGHT

NOAH WOOD has been a Trevor Lifeline counselor since March 2010. Affectionately dubbed "UNSTOPPABLE LOVE" by his fellow counselors and Trevor friends, Noah is a force of incredible affection and support. For the past 2 years, Noah has helped out during every Trevor Lifeline training class, organizing food and snacks, leading trainees during role plays, and facilitating conversations about bullying and harassment. Each year, Noah mentors a new Trevor Lifeline trainee.

"I was one of our callers so I can truly relate to many of their stories and volunteering as a counselor has given that little boy a voice. I know that the staff and volunteers are making the country and the world a better place - one caller at a time – one school at a time."

Currently, Noah is Chair of the Lifeline Peer Group, which supports volunteers and staff by helping organize social events, finding ways to show appreciation for Trevor Lifeline counselors, and contributing to various other special projects.

"I am continually inspired by our counselors who care profoundly about our precious callers. They are real-life heroes! Each of us is fully committed to leaving this world a better place, a more tolerant place, a more loving place. After all, being of service to others is really at the very core or essence of what life is all about. I can't think of anything more inspiring or rewarding!"

Dear Friends,

The needs of LGBTQ young people are constantly changing – and so are the ways that they seek out help.

When Trevor began, home phones were mainstays in most American households, and we focused our attention solely on phone-based suicide prevention and intervention. Now, as we see the rise of cell phones, text messaging, and instant messaging, Trevor has evolved to offer accredited phone and digital crisis services to keep up with the technology youth use the most.

The Trevor Lifeline will always be the cornerstone of the work we do – but some young people face difficulties accessing the life-saving resources our lifeline counselors provide due to lack of phone access or a safe space from which to call. To help us reach more LGBTQ youth when and where they need us most and to adapt to the quickly growing digital world, this year we expanded our instant messaging intervention program, TrevorChat, and made strategic investments to expand our digital reach through Ask Trevor and TrevorSpace.

We have also prioritized suicide prevention education, and added trainings across the country to achieve our goal of eliminating suicide. We believe that The Trevor Project must not only offer direct intervention, but also improve access to mental health care in states and communities; encourage and empower LGBTQ youth to ask for help in times of crisis; and create communities that support and affirm LGBTQ youth.

Thanks to the continued support of our donors, we have begun laying the groundwork for many of these cultural changes. The Trevor Project continues to lead the way in mental health and suicide prevention for LGBTQ youth, and with your support, we can continue to be the leading life-saving resource for young people in crisis.

Thank you,

Phoenix Schneider
PROGRAM DIRECTOR

Jeffrey Fishberger, M.D.
CO-CHAIR, PROGRAM COMMITTEE
OF THE BOARD

Lisa Brende
CO-CHAIR, PROGRAM COMMITTEE
OF THE BOARD

LANGUAGE DISCLAIMER
The following data reflect the sexual orientation and gender identity terms commonly used by the young people who contact The Trevor Project. Though these words may be unfamiliar to some, it is important that Trevor continues to meet youth where they are by acknowledging how they identify in our program reports.

TREVOR LIFELINE

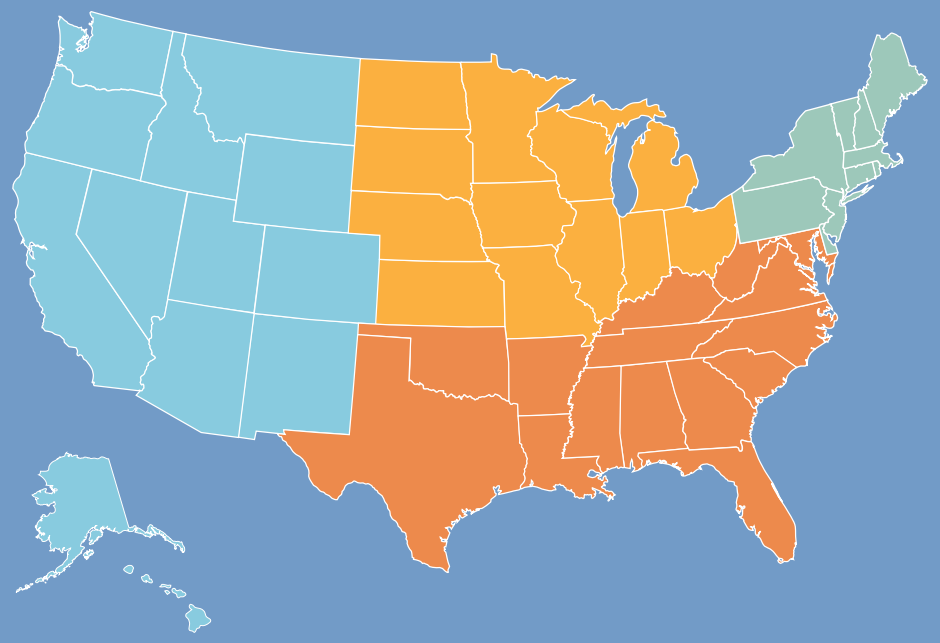
In 2009, the Trevor Lifeline was accredited for the first time by the American Association of Suicidology (AAS). Moving forward in FY2012, we received the highest level of AAS certification for crisis services that will carry us through the next 5 years. The population we support is truly unique. People who reach out to general suicide prevention lifelines are mostly female identified, while the majority of Trevor Lifeline callers identify as male. Though we wish the number of youth in crisis decreased over the past 12 months, in fiscal year 2012 our counselors spoke with a record number of young people.

35,004 Total calls in FY12

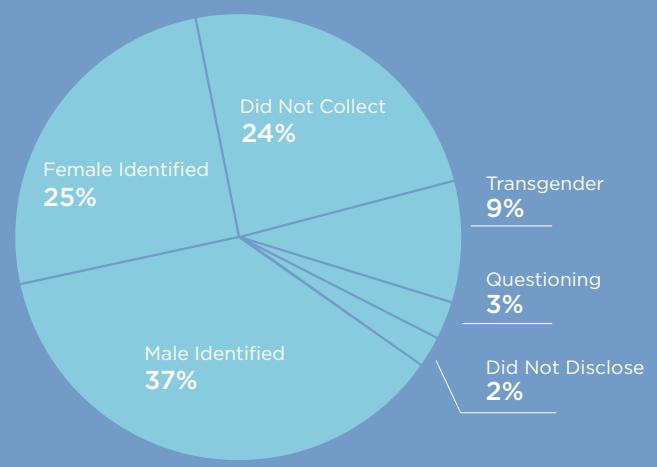
18 Average age

LIFELINE CALLS: PERCENTAGES

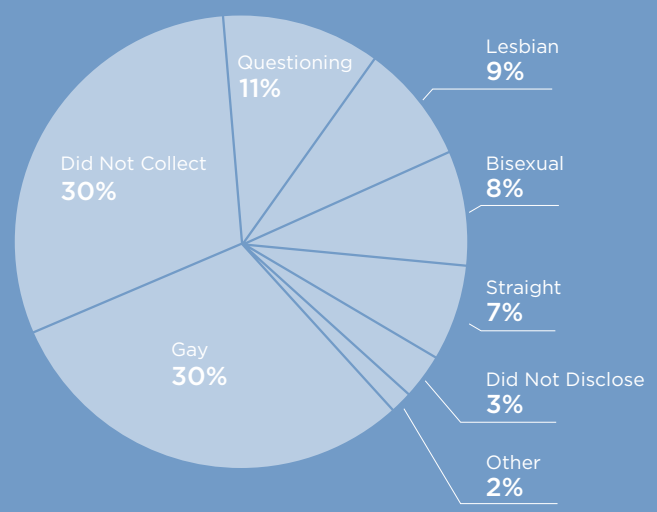
South	31%	Midwest	19%
West	23%	Unspecified	9%
Northeast	18%		



GENDER IDENTITY



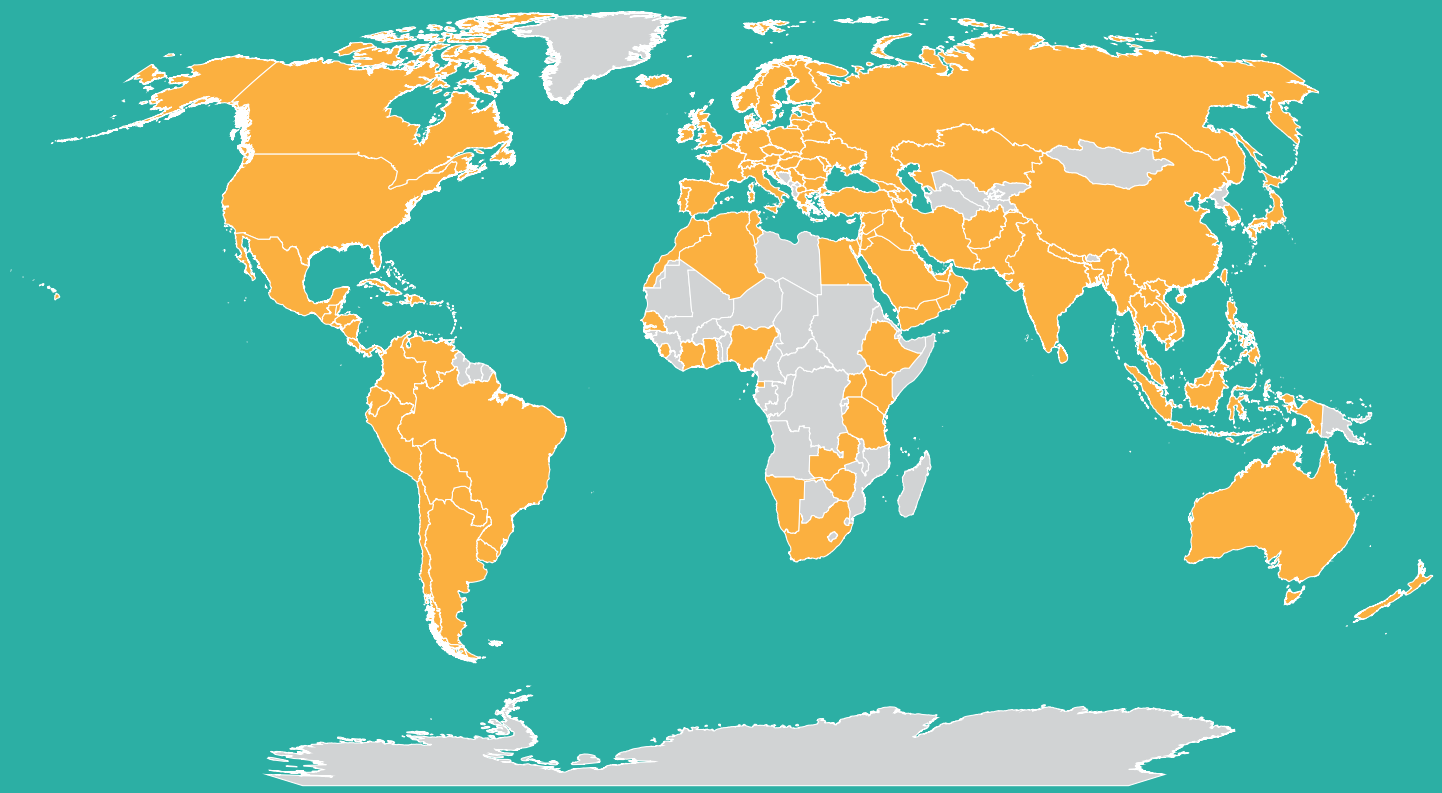
SEXUAL ORIENTATION



"Did Not Collect" – Sexual orientation and/or gender identity are only collected when a young person chooses to mention them.
"Did Not Disclose" – Some callers are not comfortable sharing their sexual orientation and/or gender identity, even in a confidential call.

TREVORSPACE

Trevor's social networking site gives LGBTQ young people and their allies the opportunity to express themselves in a safe and affirming online community – for many youth, this can be life-changing. With a membership total that doubled over 12 months by 20,000 members, TrevorSpace is our fastest growing digital program and Trevor's only resource for LGBTQ youth worldwide.



Indicates countries reached by TrevorSpace

Indicates countries not reached yet

*Afghanistan | Albania | Algeria | American Samoa | Andorra | Anguilla | Antarctica | Argentina | Armenia | Aruba | Australia | Austria | Azerbaijan | Bahamas | Bahrain | Bangladesh | Barbados | Belarus | Belgium | Belize | Bermuda | Bolivia | Brazil | Bulgaria | Cambodia | Canada | Cayman Islands | Chile | China | Colombia | Costa Rica | Côte d'Ivoire | Croatia | Cuba | Cyprus | Czech Republic | Denmark | Dominican Republic | Ecuador | Egypt | El Salvador | Estonia | Ethiopia | Fiji | Finland | France | Gambia | Georgia | Germany | Ghana | Greece | Grenada | Guam | Guatemala | Honduras | Hungary | Iceland | India | Indonesia | Iran | Iraq | Ireland | Israel | Italy | Jamaica | Japan | Jordan | Kazakhstan | Kenya | Kuwait | Laos | Latvia | Lebanon | Liechtenstein | Lithuania | Macedonia | Malaysia | Malta | Mauritius | Mexico | Moldova | Morocco Myanmar | Namibia | Nepal | Netherlands | Netherlands Antilles | New Caledonia | New Zealand | Nicaragua | Nigeria | Norway | Oman | Pakistan | Panama | Paraguay | Peru | Philippines | Poland | Portugal | Qatar | Romania | Russia | Saudi Arabia | Senegal | Serbia | Seychelles | Sierra Leone | Singapore | Slovakia | Slovenia | South Africa | South Korea | Spain | Sri Lanka | Sweden | Switzerland | Syria | Taiwan | Tanzania | Thailand | Tunisia | Turkey | Uganda | Ukraine | United Arab Emirates | United Kingdom | United States | Uruguay | Venezuela | Vietnam | Virgin Islands, British | Yemen | Zambia | Zimbabwe

* Locations and countries are self-reported by each young person who makes a TrevorSpace profile.

40,000 Members at end of FY12

59 Percentage of members between 15-18 years old

12,782 Membership number of the highest region in U.S. - The South

136 Countries reached

TREVORCHAT

When we started TrevorChat last year we had no idea it would help us reach audiences that Trevor Lifeline counselors historically hear less from, including female-identified, genderqueer, lesbian, and bisexual youth. As we move forward, we plan to expand TrevorChat to ensure that all LGBT and questioning young people, especially those who call the Trevor Lifeline less often, have a trustworthy resource to turn to in times of crisis. [A young person is required to disclose their sexual orientation, gender identity, zip code, age, and email address before connecting with a TrevorChat counselor.]

GENDER IDENTITY

60% Female

26% Male

8% Transgender

4% Genderqueer

2% Other (Includes gender identities not included in list)

SEXUAL ORIENTATION

Bisexual	Lesbian	Gay	Straight	Pansexual	Queer
35%	22%	20%	14%	5%	4%

TEAM TREVOR

Trevor's youth and adult workshops, educator resources, and programs help address issues in schools and communities that can put young people at greater risk for suicide, such as bullying, harassment, and limited access to mental health care.

6,330 youth and adults taught in **170** presentations and workshops

1,870 Survival Kits distributed nationwide

SOCIAL MEDIA

The Trevor Project's social media presence took off in FY2012. Hundreds of thousands of followers joined our pages, profiles, and channels to connect with our programs, stay up-to-date on exciting events, and read inspirational messages of hope and affirmation. In December, Trevor won a Mashable Award for "Must-Follow Non-Profit on Social Media", which celebrates major innovations and achievements in digital and social media spaces.

Mashable AWARDS
MUST-FOLLOW NON-PROFIT ON SOCIAL MEDIA
WINNER
2011

220,000 FACEBOOK

100,000 TWITTER

60,000 GOOGLE

50,000 TUMBLR

40,000 TREVORSPACE

14,000 SUBSCRIBERS YOUTUBE
+ 4 MILLION VIDEO VIEWS

ASK TREVOR

Ask Trevor is a truly unique service. Not only can young people write to "Trevor" for guidance and receive a personal response, they can browse hundreds of published letters from LGBTQ youth and their allies about coming out, family acceptance, and dozens of other topics.

3,284 Letters received in FY12

Hi, my name is Ruben. I'm 14 years old and a freshman in high school. I made it on the baseball team at school, and I get made fun of for being gay. No one knows, but they all suspect I go home sad and depressed, not wanting to go to school the next day. I've been bullied since 3rd grade and called every name in the book. If I could change who I am, I would. But it's something I can't change. Please, if you can, I need help. I don't know if I can live through this for another three and a half years.

To read the full letter and our trained volunteer's response, visit http://bit.ly/RubenAskTrevor

DONOR REPORT

FRIENDS OF TREVOR

Friends of Trevor is a prestigious group of The Trevor Project's major contributors and demonstrates the powerful effect individuals can have upon the growth of an organization. Friends play a critical role in providing the financial leadership that makes the work of The Trevor Project possible by donating $500 or more annually in non-event related contributions. This list represents donors during the 2011-2012 fiscal year (August 1, 2011 – July 31, 2012).

GUARDIAN ($25,000 +)

Anonymous
Broadway Cares / Equity Fights AIDS
CB2
David C. Bryan
The Ed Cauduro Fund of the Oregon Community Foundation at the advice of Dane Nelson & Aaron Hall
Esurance
Fast Retailing USA, Inc.
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Tim Gill
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Matthew Jenner & Tom Wanless
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Irene Chou
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Jason Cole
Carl Coleman
Chris Colfer
David Crawford & Rick Klapak
Jennifer Creegan
Erik Cummings
Camden Davis
Bruce Davis & Rob Murray
Raymond DeAngelo
Kimberly Dean & Caroline Sherman
Julianne DeCaro
Nicholas Dehnert
Pamela Jo Delk
Chad Demartino
Jason Denby
Richard Desroche
Kent Dillon
Derrick Djang
Daniel Dodgen
Michael Donovan
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Christian C. Dowell*
Ian Dunn
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Karl Eber
Bryan Eckelmann
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David Edwards
Max Ember
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Los Angeles Breakfast Club Foundation
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Luan Luu & Huy Vo
Mike Malone
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Dominick Marangi
Jhoni Marchinko
The Grace R. and Alan D. Marcus Foundation
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James Marlin
Tim Martinez
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Eddie Mercado
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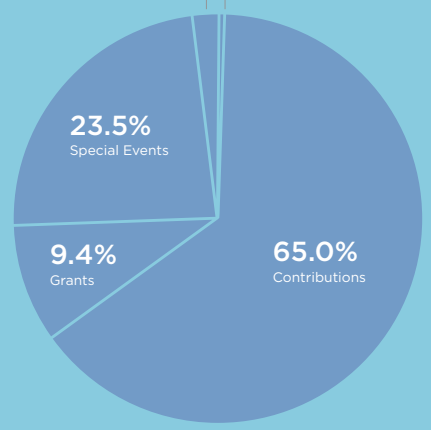
The Trevor Project's fiscal year ends each year on July 31st. The organization was audited for this fiscal year by SingerLewak, LLP in Los Angeles, CA. The firm's report, dated December 10, 2012 expressed an unbiased opinion on The Trevor Project's financial statements.

The audit was conducted in accordance with auditing standards generally accepted in the United States, which require that the audit is planned and performed to obtain reasonable assurance about whether the financial statements are free of material misstatement. The audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, as well as assessing the accounting principles used and significant estimates made by management. Finally, the audit evaluates the overall financial statement presentation.

REVENUE	FY2012	FY 2011	FY 2010
Contributions	$2,905,382	$3,155,321	$909,163
Grants	419,528	436,486	282,500
Special Events (less expenses)	1,050,989	524,933	430,993
In-kind Contributions	90,931	58,428	111,973
Other Income	4,593	5,846	10,384
Loss on pledge write-off	(42,525)		
Total Revenue	**$4,428,898**	**$4,181,014**	**$1,745,013**
EXPENSES	**FY2012**	**FY 2011**	**FY 2010**
Program	$2,764,581	$2,231,198	$1,085,713
Fundraising	529,462	130,936	350,313
General and Administration	138,798	393,660	119,271
Total Expenses	**$3,432,841**	**$2,755,794**	**$1,555,297**
Change in Net Assets	996,057	1,425,220	189,716
Net Assets at Beginning of Year	2,101,904	676,684	486,968
Net Assets at End of Year	**$3,097,961**	**$2,101,904**	**$676,684**



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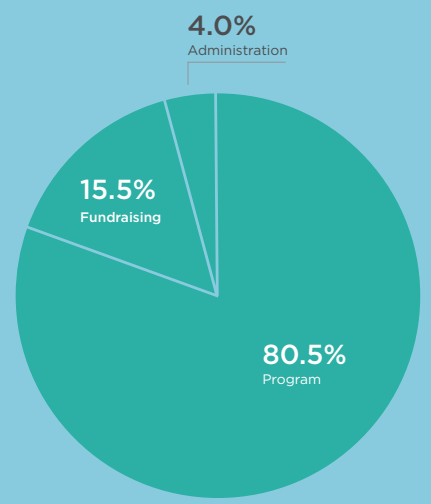

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Charity Navigator works to guide intelligent giving by providing information on over five thousand charities to charitable givers, and by evaluating the financial health of each of these charities. All evaluations are available to the public, free of charge. Charity Navigator aims to advance a more efficient and responsive philanthropic marketplace, in which givers and the charities they support work in tandem to overcome our nation's most persistent challenges.

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